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12. (New) An apparatus for self-checkout of non-bar coded items, comprising:  
a PLU entry device having a display and a GUI, wherein the GUI provides on the display a predetermined image corresponding to a non-bar coded item, and provides a user with means for selecting the predetermined image of the non-bar coded item; and  
a processing unit, wherein the processing unit maintains a list of most frequently sold items, and the image of at least one item on the list of most frequently sold items is provided on a selected display screen.

13. (New) The apparatus of claim 12, wherein the processing unit maintains for each item a count of a number of units of the item sold within a predetermined period of time.

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14. (New) The apparatus of claim 12, wherein the processing unit updates the list of most frequently sold items as sales take place at checkout terminals.

15. (New) The apparatus of claim 12, wherein the processing unit updates the display screen when the list of most frequently sold items changes.

16. (New) The apparatus of claim 12, wherein an image of a generic category of items is provided on the display, and the displayed image of the generic category is selected by the user to view images of respective items in the generic category.

17. (New) The apparatus of claim 12, wherein the display is a touch screen.

18. (New) The apparatus of claim 12, wherein a graphic keypad is provided on the display by the GUI.

19. (New) The apparatus of claim 12 further comprising a GUI editor, wherein the GUI editor is used to configure the GUI for non-bar coded items.

20. (New) The apparatus of claim 12 further comprising  
a PLU database,

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wherein the PLU entry device supplies a PLU corresponding to the non-bar coded item selected by the user, and the processing unit receives and uses the PLU supplied by the PLU entry device to retrieve a price of the selected non-bar coded item from the PLU database.

21. (New) The apparatus of claim 12, wherein the PLU database also stores images of the plurality of items.

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22. (New) An apparatus for self-checkout of non-bar coded items, comprising:  
a PLU entry device having a display and a GUI, wherein the GUI provides on the display a predetermined image corresponding to a non-bar coded item, and provides a user with means for selecting the predetermined image of the non-bar coded item; and  
a GUI editor, wherein the GUI editor is used to configure the GUI for non-bar coded items.

23. (New) The apparatus of claim 22, wherein the GUI includes a plurality of display screens, displayed one screen at a time, and the GUI editor is used to configure selected ones of the display screens.

24. (New) The apparatus of claim 22, wherein the GUI editor is used to select the image corresponding to the non-bar coded item from a database of images.

25. (New) The apparatus of claim 22, wherein the GUI editor is used to configure display screens for a plurality of non-bar coded items.

26. (New) The apparatus of claim 25, wherein after the display screens for non-bar coded items is configured, GUI data for non-bar coded items is broadcast to a plurality of self-checkout terminals.

27. (New) A method for self-checkout of non-bar coded items, comprising the steps of:

providing the GUI for self-checkout of non-bar coded items by a user, the GUI including predetermined images corresponding to selected non-bar coded items and means for the user to select an item corresponding to one of the displayed images;  
maintaining a list of most frequently sold items; and  
displaying an image of at least one item on the list of most frequently sold items on a selected display screen.

28. (New) The method of claim 27 further comprising updating the display screen when the list of most frequently sold items changes.

29. (New) The method of claim 27 further comprising maintaining for each item a count of a number of units of the item sold within a predetermined period of time.

30. (New) The method of claim 27 further comprising updating the list of most frequently sold items as sales take place at checkout terminals.

31. (New) The apparatus of claim 12 further comprising providing a GUI editor for configuring the GUI for non-bar coded items.